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Message Text

UNCLASSIFIED

PAGE 01 HONG K 01323 051050Z

67
ACTION CU-04

INFO OCT-01 EA-09 ISO-00 USIA-15 MMO-04 /033 W
---------- 061961
R 050911Z FEB 76
FM AMCONSUL HONG KONG
TO SECSTATE WASHDC 9007

UNCLAS HONG KONG 1323

FOR CU BICENTENNIAL LIAISON OFFICER

E.O. 11652: N/A
TAGS: OEXC, HK
SUBJECT: BICENTENNIAL

REF: A-9378

1) SOME PERSONS IN HONG KONG BELIEVE THAT ARBA HAS RELAXED ITS GUIDELINES ON THE USE OF THE BICENTENNIAL LOGO AND OTHER "OFFICIAL" SPONSORSHIP OF PRODUCTS AND EVENTS. ONE SOURCE OF INFORMATION CONVEYING THIS THOUGHT IS AN ARTICLE "FINANCE BICENTENNIAL: BIG BUSINESS OR BUST?" FROM JUNE 1975 ISSUE OF MADISON AVENUE MAGAZINE. THE ARTICLE IN PART STATES THAT ARBA IS "SUPPLEMENTING ITS BUDGET BY LICENSING VARIOUS BUSINESS OUTFITS TO MARKET 'OFFICIAL' BICENTENNIAL GOODIES. THE WORKINGS ARE SIMPLE: ARBA, IN EXCHANGE FOR 4-5 PERCENT OF SALES, GIVES LICENCEES THE USE OF ITS STAR-SHAPED LOGOTYPE."

2) WILL APPRECIATE INFORMATION ON WHETHER THERE HAS BEEN A RELAXING OF GUIDELINES ON USE OF LOGO, PARTICULARLY INSOFAR AS THIS WOULD AFFECT GRANTING USE OF THE LOGO OVERSEAS.
CROSS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976HONGK01323
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760044-0616
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760280/aaaacrzl.tel
Line Count: 47
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
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Review Authority: blochd0
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUN 2004
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Review Exemptions: n/a
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Review Markings:

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EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: BICENTENNIAL
TAGS: OEXC, HK
To: STATE
Type: TE
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